

Bootstrap Startup



Startup High Intensity Training for over 50s

YOU CAN'T IMPROVE SOMETHING
THAT DOESN'T EXIST



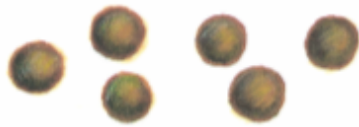
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When you turn 50, conversations change. Your doctor starts talking to you about a healthy diet, and what you put into your body affects what comes out of it. The same goes when you start a business.

We have developed a **7-step business startup process** that is familiar to a more experienced workforce.

Looking to self-fund your retirement plans by doing what you love? Let us help you along with that...

Type 1



Beginner,
Intermediate, or
Great Already
(BIGA)

Type 2



Help Overcoming
Trouble (HOT)

Type 3



Understanding
Purchasers (UP)

Type 4



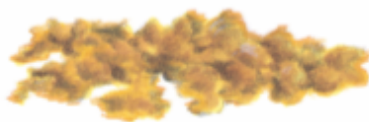
Make Opportunities
Viable Enterprises
(MOVE)

Type 5



Depressed, Insecure,
and Precious (DIP)

Type 6




Social Trolls,
Insurgents, and Fake
Friends (STIFF)

Type 7



Systematic Testing
of Problems (STOP)



SERIOUS SKILLS

All jokes aside, starting a business is not a young person's game. Neither is it a requirement to employ staff to be classed as a business these days as 60% of businesses don't employ staff.

You have the skills to run a business, you just may not know what they are, and how they apply to your work. It's no longer "hard" and "soft" skills, Thinking, Personal, and Action skills are needed to run a business.



BIGA - Critical Thinking and Creativity skills

Self-assess the skills have and play to your strengths and natural talents. Work out the skills you need to do what you love and earn an income out of it in a competitive marketplace. What would you rather double, \$50 or \$10?



HOT - Adaptation and Innovation skills

Increase your earning capacity by doing what you are great at. We'll show you how to overcome your weaknesses through collaborations with others in your business network who do for love the things you hate.



UP - Ethics and Empathy skills

Use the different types of empathy at each of the 5 steps in buyer behaviour. Meet customers' needs and wants all the way from tyre kickers to raving fans. This tested system has been around longer than you!



MOVE - Cultural Awareness and Initiative skills

A dream is just a plan without a timeframe, so you'll get the steps to make your dreams come true, and you put your own timeframe on it. All you need is a passion for something, you can confidently plan your next actions.



DIP - Customer Focus and Learning skills

Overcome the 3 main triggers of why all businesses fail. Poor strategy, poor cash flow, and poor products. Learn how to avoid these pitfalls and make smarter business decisions. Customer focus in not about you.



STIFF - Digital Technologies and Communication

When you step out onto social media, criticism dents your confidence. It's not personal, you just need to be a bit thick-skinned in business. Turn the attacks into an opportunity to show off your expertise to real customers



STOP - Collaboration and Problem Solving skills

A practical self-evaluation of your business model canvas to focus your business activities only on what works as part continuous improvement process. But you don't have to start again. Go back UP, MOVE HOT products, or grow your business to BIGA things.

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A simple line-art illustration of a lit lightbulb with several short lines radiating from it to represent light. The lightbulb is centered between the words 'Bootstrap' and 'Startup' in the main title.

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CONTACT

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NETWORK AUSTRALIA

The bottom half of the page is decorated with several thin, brown stems of plants with small, round, olive-green leaves. These stems are scattered across the bottom, some on the left and some on the right, creating a natural, organic feel. The background behind the stems is a mix of light and dark green watercolor washes.